

Table 3-2 contains the mean numbers of employees working at establishments in the respective strata of the responding businesses who answered positively to different questions on the survey. For example, Line 1 of Table 3-2 contains average numbers of full time people per responding location answering "Yes" to the question about whether they have outside staff needing accessibility (Question 3). The other lines of this table are constructed in a similar fashion. They differ only in the group of establishments included from which the mean is determined.

Table 3-3 is based on the target market subgroup of the population. Line 1 contains the percent of this group currently using mobile radio, cellular telephone, or paging services, while Line 2 contains the mean number of individuals in those establishments using the services. Lines 3 and 4 contain similar responses for the establishments who plan to use the listed communications services. Line 5 of this table shows the percent of establishments answering "No" to both of the questions regarding current or future use of the services.

Table 3-4(a) through 3-4(f) are similar in construction. They refer again only to the target market of establishments having outside staff requiring accessibility. The respondents in that group were asked a series of questions about the usefulness of the paging service under consideration (Question 7 through 12 of the survey). Answers were recorded on a scale of "usefulness" as follows:

- Very useful
- Somewhat useful
- Not too useful
- Not at all useful

Those respondents who answered "Don't Know" or "Refused" are also indicated in the tables. Within each stratum and for each level of response to the usefulness question, the tables contain an estimate for the average number of full time people employed at the location. The specific type of usefulness of the paging devices is shown in the headings of each of the tables.

Table 3-5 contains estimates of the projected initial interest in the new paging service as well as estimates for the total number of locations which would be interested. As with the prior tables, the base for calculation of all percentages in this table is the set of respondents who indicated that they have

staff outside of their facilities who require accessibility (the target market). Line 1 contains the percent of those businesses who said they were interested in the product at the price quoted in the survey. Line 2 shows the average number of full time people employed in the group of locations who said they were interested. Line 3 displays the mean number of individuals who would use the proposed paging system at those locations, while Line 4 contains the average number of monthly messages per user at the same set of locations.

The percent on Line 5 of Table 3-5 is derived by considering the set of cases who indicated they either now use mobile communication services or plan to use them in the future, and who, in addition, also said they are interested in the proposed new paging service. The percent is given based upon the full target market. Line 6 represents a percent that can be compared with that given on Line 5. It is the percent of respondents who said they are interested in the new service but who said "No" to the question about current or future use of paging services (Questions 4 and 5).

Lines 7, 8 and 9 are extrapolations of the percentages to the total population. They are obtained under the following set of assumptions. First, we estimate the total number of establishments in the SIC group and area by multiplying the number in the universe (Line 1 of Table 3-1) by the percent of the full sample who are in the target market (Line 4 of Table 3-1). For example for the Construction stratum, this estimate is:

$$15,943 \times .467 = 7446.$$

Next, we multiply this estimate by the percent interested in the service shown on Line 1 of Table 3-5. Continuing the example, the projected number of locations is:  $7446 \times .286 = 2130$ . Line 8 of Table 3-5 is defined as Line 7 times Line 3 of the table, while Line 9 is defined as Line 7 times Line 4.

Table 3-6 contains estimates of percentages of some of the subgroups within the target market who currently use or plan to use mobile communications services ("Yes" to Question 4 or 5). We will call this group the "user" group. Line 1 is the percent within the target market who were users and who showed an interest in the proposed service (also answered "Yes" to Question 13). Line 2 contains the percent who said they would replace their current or planned service with the new system, while Line 3 is the percent of locations who said they would add the

new service. Line 4 is the percent of the target market who are current or planned users who also use voice paging, and Line 5 is the percent who are users that also use display paging.

Question 13(e) asked respondents whether they are currently using paging systems. Those who responded "Yes" to that question were asked whether they believe they would send more, less, or about the same number of messages if they had the new response feature of the proposed system. The percentage responses to this question are shown in Line 1 of Table 3-7. The same subgroup of the sample was also asked whether they thought the response feature would reduce the number of repeated calls to the pager since they could know that the individual received the message. The various responses to this question are tabulated in Line 2 of Table 3-7.

Table 3-2  
New Orleans/Baton Rouge, Louisiana  
Responses to Questions 1-5--Average Number of Full Time People Per Location

	CONSTRUCTION AND BUILDING SERVICES AND SUPPLIES	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES	MARINE AND PETROCHEMICAL BUSINESS
1. AVERAGE NUMBER FULL TIME PEOPLE PER RESPONDING LO- CATION FOR THOSE LOCATIONS HAVING OUTSIDE STAFF NEEDING ACCESSIBIL- ITY (YES TO Q3)	18.80	46.20	36.88
2. AVERAGE NUMBER FULL TIME PEOPLE FOR THOSE LOCATIONS USING MOBILE SERVICES (YES TO Q4)	19.40	48.04	38.71
3. AVERAGE NUMBER FULL TIME PEOPLE FOR THOSE LOCATIONS PLANNING TO USE MOBILE SERVICES (YES TO Q5)	14.00	3.00	4.50
4. AVERAGE NUMBER FULL TIME PEOPLE FOR THOSE LOCATIONS USING OR PLANNING TO USE MOBILE SERVICES (YES TO Q4 OR Q5)	19.16	46.94	37.78
5. AVERAGE NUMBER FULL TIME PEOPLE FOR THOSE LOCATIONS NOT USING OR PLANNING TO USE MOBILE SERVICES (NO TO BOTH Q4 & Q5)	8.00	3.00	3.50

Table 3-3  
New Orleans/Baton Rouge, Louisiana  
Responses to Questions 4 and 5--Current or Planned Use of Mobile Radio,  
Cellular, or Paging Services  
(Target Market)

	CONSTRUCTION AND BUILDING SERVICES AND SUPPLIES	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES	MARINE AND PETROCHEMICAL BUSINESSES
1. PERCENT LOCATIONS USING MOBILE RADIO, CELLULAR, OR PAGING SERVICES (YES TO Q4)	92.9%	95.3%	94.7%
2. AVERAGE NUMBER OF INDIVIDUALS PER LOCATION USING SERVICES (Q4(A))	6.86	13.45	17.91
3. PERCENT LOCATIONS PLANNING TO USE MOBILE RADIO, CELLULAR OR PAGING SERVICES (YES TO Q5)	4.3%	2.4%	2.6%
4. AVERAGE NUMBER OF INDIVIDUALS PER LOCATION PLANNING TO USE SERVICES (YES TO Q5(A))	2.33	3.00	2.00
5. PERCENT LOCATIONS NOT USING OR PLANNING TO USE MOBILE RADIO, CELLULAR, OR PAGING SERVICES (NO TO Q4 & Q5)	1.4%	1.2%	2.6%

Note: Data derived from respondents who state they have staff that work outside businesses locations or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 3-4(a)  
New Orleans/Baton Rouge, Louisiana  
Responses to Question 7--Usefulness of Sending Voice Message to Pager  
(Target Market)

	CONSTRUCTION AND BUILDING SERVICES AND SUPPLIES [# RESPONSES]		MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]		MARINE AND PETRO- CHEMICAL BUSINESSES [# RESPONSES]	
SCALE	PERCENT LOCATIONS	AVG. # FULL TIME PEOPLE PER LO- CATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LOCATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LO- CATION
1. Very Useful	21.4%	14.73	23.5%	63.15	26.3%	23.55
2. Somewhat Useful	21.4%	33.13	17.6%	15.27	14.5%	85.73
3. Not too Useful	24.3%	10.77	20.0%	66.88	26.3%	20.15
4. Not at all useful	24.3%	11.47	23.5%	52.45	22.4%	11.06
5. Don't Know	2.9%	4.00	3.5%	4.33	3.9%	101.67
6. Refused	5.7%	53.00	11.8%	21.11	6.6%	98.60

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 3-4(b)  
New Orleans/Baton Rouge, Louisiana  
Responses to Question 8--Usefulness of Storing Voice Message in Pager  
(Target Market)

	CONSTRUCTION AND BUILDING SERVICES AND SUPPLIES [# RESPONSES]		MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]		MARINE AND PETRO- CHEMICAL BUSINESSES [# RESPONSES]	
SCALE	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LO- CATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LOCATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LO- CATION
1. Very Useful	22.9%	16.63	22.4%	46.53	7.9%	15.17
2. Somewhat Useful	15.7%	18.18	24.7%	14.10	25.0%	57.11
3. Not too useful	25.7%	23.89	17.6%	88.60	27.6%	27.29
4. Not at all useful	27.1%	10.74	21.2%	59.67	27.6%	18.14
5. Don't Know	2.9%	2.00	3.5%	76.00	2.6%	75.00
6. Refused	5.7%	53.00	10.6%	8.75	9.2%	74.71

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 3-4(c)  
New Orleans/Baton Rouge, Louisiana  
Responses to Question 9--Usefulness of Sending Display Message to Pager  
(Target Market)

	CONSTRUCTION AND BUILDING SERVICES AND SUPPLIES [# RESPONSES]		MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]		MARINE AND PETRO- CHEMICAL BUSINESSES [# RESPONSES]	
SCALE	PERCENT LOCATIONS	AVG. # FULL TIME PEOPLE PER LO- CATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LOCATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LO- CATION
1. Very Useful	28.6%	20.30	34.1%	52.97	21.1%	31.88
2. Somewhat Useful	21.4%	10.60	12.9%	74.00	19.7%	50.93
3. Not too Useful	21.4%	25.80	14.1%	31.08	21.1%	26.44
4. Not at all Useful	21.4%	9.93	27.1%	46.96	26.3%	21.65
5. Don't Know	1.4%	3.00	1.2%	8.00	1.3%	130.00
6. Refused	5.7%	53.00	10.6%	8.75	10.5%	67.88

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).



Table 3-4(d)  
New Orleans/Baton Rouge, Louisiana  
Responses to Question 10--Usefulness of Sending Data  
and Receiving Brief Responses  
(Target Market)

	CONSTRUCTION AND BUILDING SERVICES AND SUPPLIES [# RESPONSES]		MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]		MARINE AND PETRO- CHEMICAL BUSINESSES [# RESPONSES]	
SCALE	PERCENT LOCATIONS	AVG. # FULL TIME PEOPLE PER LO- CATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LOCATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LO- CATION
1. Very Useful	10.0%	5.57	8.2%	52.14	6.6%	15.40
2. Somewhat Useful	12.9%	46.67	8.2%	22.29	11.8%	74.22
3. Not too Useful	28.6%	12.70	16.5%	48.79	26.3%	27.90
4. Not at all Useful	41.4%	13.38	47.1%	57.98	39.5%	25.23
5. Don't Know	1.4%	3.00	8.2%	26.86	3.9%	46.67
6. Refused	5.7%	53.00	11.8%	18.89	11.8%	67.00

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 3-4(e)  
New Orleans/Baton Rouge, Louisiana  
Responses to Question 11--Usefulness of Receiving  
Verification of Message Reception  
(Target Market)

	CONSTRUCTION AND BUILDING SERVICES AND SUPPLIES [# RESPONSES]		MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]		MARINE AND PETRO- CHEMICAL BUSINESSES [# RESPONSES]	
SCALE	PERCENT LOCATIONS	AVG. # FULL TIME PEOPLE PER LO- CATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LOCATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LO- CATION
1. Very Useful	35.7%	23.40	36.5%	44.13	28.9%	27.32
2. Somewhat Useful	18.6%	10.62	24.7%	96.10	22.4%	42.47
3. Not too Useful	17.1%	13.58	11.8%	32.60	18.4%	31.21
4. Not at all Useful	21.4%	14.33	14.1%	6.58	17.1%	23.85
5. Don't Know	1.4%	3.00	2.4%	10.00	1.3%	130.00
6. Refused	5.7%	53.00	10.6%	8.75	11.8%	67.00

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 3-4(f)  
New Orleans/Baton Rouge, Louisiana  
Responses to Question 12 -- Usefulness of Sending Page  
or Display Messages From a Computer  
(Target Market)

	CONSTRUCTION AND BUILDING SERVICES AND SUPPLIES [# RESPONSES]		MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]		MARINE AND PETRO- CHEMICAL BUSINESSES [# RESPONSES]	
SCALE	PERCENT LOCATIONS	AVG. # FULL TIME PEOPLE PER LO- CATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LOCATION	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LO- CATION
1. Very Useful	14.3%	24.40	14.1%	38.00	9.2%	20.00
2. Somewhat Useful	14.3%	11.00	7.1%	19.17	14.5%	69.55
3. Not too Useful	38.6%	8.04	40.0%	60.68	38.2%	26.97
4. Not at all Useful	24.3%	27.65	21.2%	57.94	22.4%	21.94
5. Don't Know	2.9%	31.50	7.1%	22.33	3.9%	46.67
6. Refused	5.7%	53.00	10.6%	8.75	11.8%	67.00

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 3-5  
New Orleans/Baton Rouge, Louisiana  
Response to Question 13--Interest in New Service at Stated Price  
(Target Market)

	CONSTRUCTION AND BUILD- ING SERVICES AND SUPPLIES [# RESPONSES]	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]	MARINE AND PETRO- CHEMICAL BUSINESSES [# RESPONSES]
1. PERCENT LOCATIONS INTERESTED (YES TO Q13)	28.6%	17.6%	19.7%
2. AVERAGE NUMBER FULL TIME PEOPLE PER INTERESTED LOCATION	28.95	106.13	50.67
3. AVERAGE NUMBER OF INDIV- IDUALS PER INTERESTED LOCATION THAT WOULD USE SERVICE (Q13A)	6.05	34.21	8.92
4. AVERAGE NUMBER OF MONT- HLY MESSAGES PER USER (Q13B)	57.41	332.43	46.11
5. PERCENT LOCATIONS IN- TERESTED IN NEW SERVICE AND NOW USE OR PLAN TO USE MOBILE SERVICES (YES TO Q13, YES TO Q4 AND/OR Q5)	27.1%	17.6%	19.7%
6. PERCENT LOCATIONS IN- TERESTED IN NEW SERVICE AND DO NOT NOW USE OR PLAN TO USE MOBILE SER- VICES (YES TO Q13, NO TO BOTH Q4 & Q5)	1.4%	1.2%	2.6%
EXTRAPOLATION TO UNI- VERSE:			
7. TOTAL NUMBER OF LOCATIONS INTERESTED IN SERVICE	2,130	409	116
8. TOTAL NUMBER OF INDIVIDUALS THAT WOULD USE SERVICE	12,890	13,990	1,030
9. TOTAL NUMBER OF MONTHLY MESSAGES (WTD. AVG.)	122,300	136,000	5,300

Note: Data derived from respondents who state they have staff that work outside business locations or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 3-6  
New Orleans/Baton Rouge, Louisiana  
Response to Questions 13(c) through 13(e)--Current or  
Planned Users of Mobile Radio, Cellular, or Paging Services  
that Are Interested in New Service at Stated Price  
(Target Market)

	CONSTRUCTION AND BUILDING SERVICES AND SUPPLIES	MEDICAL AND EMER- GENCY SERVICES AND SUPPLIES	MARINE AND PET- ROCHEMICAL BUSI- NESSES
1. PERCENT LOCATIONS THAT ARE INTEREST- ED IN NEW SERVICE AND CURRENTLY USE OR PLAN TO USE A MOBILE SERVICE (POSITIVE RE- SPONSES TO Q13 AND Q4 AND/OR Q5)	27.1%	17.6%	19.7%
2. PERCENT LOCATIONS THAT WOULD REPLACE ALL OR SOME OF CURRENT OR PLANNED MOBILE SERVICE WITH NEW SERVICE (YES TO Q13(C))	21.5%	13.0%	18.5%
3. PERCENT LOCATIONS THAT WOULD ADD NEW SERVICE TO CUR- RENT/PLANNED SERVICE (YES TO Q13(D))	14.3%	7.1%	14.5%
4. PERCENT LOCATIONS CURRENTLY USING VOICE PAGING (Q13- (E)(3))	1.4%	0.0%	1.3%
5. LOCATIONS CURRENT- LY USING DISPLAY PAGING (Q13(E)(3))	17.1%	9.4%	9.2%

Note: Data are from respondents who state (1) they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible, (2) they now use or plan to use mobile radio, cellular, or paging services, (3) they are interested in new service at stated price (i.e., responded positively to Q4 and/or Q5, Q13).

Table 3-7  
New Orleans/Baton Rouge, Louisiana  
Response to Questions 13(e) -- Comments of Paging Users Interested in  
New Service at Stated Price

	CONSTRUCTION AND BUILDING SERVICES AND SUPPLIES	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES	MARINE AND PETROCHEMICAL BUSINESSES
1. PERCENT LOCATIONS THAT BELIEVE RESPONSE FEATURE WOULD GENERATE MORE MESSAGES (Q13(E)(1))	40.0%	50.0%	18.2%
2. PERCENT LOCATIONS THAT BELIEVE RESPONSE FEATURE WOULD GENERATE FEWER MESSAGES (Q13(E)(1))	13.3%	8.3%	45.5%
3. PERCENT LOCATIONS THAT BELIEVE NEW SERVICE WOULD REDUCE REPEAT CALLS TO PAGER (Q13(E)(2))	93.3%	100.0%	81.8%
4. PERCENT DISPLAY PAGING USERS WOULD SWITCH TO VOICE PAGING IF MESSAGE STORAGE AND ACKNOWLEDGEMENT AVAILABLE (YES TO Q13(E)(3)(A))	64.3%	66.7%	40.0%

Notes:

- (1) Rows 1, 2, 3 data are from response to Q13(e), current paging users.
- (2) Row 4 data are from only responses to Q13(e)(3), current display paging users that are interested in new service at stated price.
- (3) Estimates in this table are based on small sample sizes and should be used with caution.

#### **4. Results of the survey of the Dallas/Fort Worth area**

The following tables having numbers 4-1 through 4-8 correspond to the tables in the previous section beginning with a 3 rather than a 4. As the definitions of the contents of the tables are identical to those in the previous section, they will not be repeated. The tables follow.

Table 4-1  
Dallas/Fort Worth, Texas  
Responses to Questions 1-5--Number of Locations  
(All Respondents)

	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES
1. TOTAL UNIVERSE OF LOCATIONS	11,476
2. TOTAL NUMBER RESPONDING LOCATIONS	157
3. PERCENT LOCATIONS WITH OUT- SIDE STAFF (YES TO Q2)	61.8%
4. PERCENT LOCATIONS WITH OUT- SIDE STAFF WHICH MUST BE ACCESSIBLE (YES TO Q3)	49.0%
5. PERCENT LOCATIONS USING MOBILE SERVICES (YES TO Q4)	45.9%
6. PERCENT LOCATIONS PLANNING TO USE MOBILE RADIO SERVICES (YES TO Q5)	1.3%
7. PERCENT LOCATIONS USING OR PLANNING TO USE MOBILE SERVICE (YES TO Q4 OR Q5)	47.2%

Notes:

- (1) Locations = Establishments.
- (2) Data from all responses. Percent locations derived as percent of total positive and negative responses to questions 2 and 3.



Table 4-2  
 Dallas/Fort Worth, Texas  
 Responses to Questions 1-5--Average Number of Full Time People Per Location

	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES
1. AVERAGE NUMBER FULL TIME PEOPLE PER RESPONDING LOCATION FOR THOSE LOCATIONS HAVING OUTSIDE STAFF NEEDING ACCESSIBILITY (YES TO Q3)	26.07
2. AVERAGE NUMBER FULL TIME PEOPLE FOR THOSE LOCATIONS USING MOBILE SERVICES (YES TO Q4)	27.52
3. AVERAGE NUMBER FULL TIME PEOPLE FOR THOSE LOCATIONS PLANNING TO USE MOBILE SERVICES (YES TO Q5)	3.50
4. AVERAGE NUMBER FULL TIME PEOPLE FOR THOSE LOCATIONS USING OR PLANNING TO USE MOBILE SERVICES (YES TO Q4 OR Q5)	26.86
5. AVERAGE NUMBER FULL TIME PEOPLE FOR THOSE LOCATIONS NOT USING OR PLANNING TO USE MOBILE SERVICES (NO TO BOTH Q4 & Q5)	6.67

Table 4-3  
 Dallas/Fort Worth, Texas  
 Responses to Questions 4 and 5--Current or Planned Use of Mobile Radio,  
 Cellular, or Paging Services  
 (Target Market)

	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES
1. PERCENT LOCATIONS USING MOBILE RADIO, CELLULAR, OR PAGING SERVICES (YES TO Q4)	93.5%
2. AVERAGE NUMBER OF INDIVIDUALS PER LOCATION USING SERVICES (Q4(A))	6.54
3. PERCENT LOCATIONS PLANNING TO USE MOBILE RADIO, CELLULAR OR PAGING SERVICES (YES TO Q5)	2.6%
4. AVERAGE NUMBER OF INDIVIDUALS PER LOCATION PLANNING TO USE SERVICES (YES TO Q5(A))	2.50
5. PERCENT LOCATIONS NOT USING OR PLANNING TO USE MOBILE RADIO, CELLULAR, OR PAGING SERVICES (NO TO Q4 & Q5)	3.9%

Note: Data derived from respondents who state they have staff that work outside businesses locations or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 4-4(a)  
 Dallas/Fort Worth, Texas  
 Responses to Question 7--Usefulness of Sending Voice Message to Pager  
 (Target Market)

	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]	
SCALE	PERCENT LOCATIONS	AVG. # FULL TIME PEOPLE PER LOCATION
1. Very Useful	15.6%	18.67
2. Somewhat Useful	24.7%	66.39
3. Not too Useful	18.2%	9.14
4. Not at all useful	20.8%	3.88
5. Don't Know	10.4%	16.25
6. Refused	10.4%	30.25

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 4-4(b)  
 Dallas/Fort Worth, Texas  
 Responses to Question 8--Usefulness of Storing Voice Message in Pager  
 (Target Market)

MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [ # RESPONSES ]		
SCALE	PERCENT LOCATIONS	AVG. # FULL TIME PEOPLE PER LOCATION
1. Very Useful	10.4%	21.25
2. Somewhat Useful	28.6%	57.14
3. Not too useful	23.4%	7.17
4. Not at all useful	18.2%	4.86
5. Don't Know	9.1%	24.57
6. Refused	10.4%	30.25

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 4-4(c)  
 Dallas/Fort Worth, Texas  
 Responses to Question 9--Usefulness of Sending Display Message to Pager  
 (Target Market)

	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]	
SCALE	PERCENT LOCATIONS	AVG. # FULL TIME PEOPLE PER LOCA- TION
1. Very Useful	22.1%	59.77
2. Somewhat Useful	27.3%	12.60
3. Not too Useful	19.5%	19.93
4. Not at all Useful	14.3%	4.81
5. Don't Know	7.8%	20.33
6. Refused	9.1%	34.14

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 4-4(d)  
 Dallas/Fort Worth, Texas  
 Responses to Question 10--Usefulness of Sending Data  
 and Receiving Brief Responses  
 (Target Market)

	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]	
SCALE	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LOCATION
1. Very Useful	6.5%	19.40
2. Somewhat Useful	10.4%	23.43
3. Not too Useful	26.0%	17.40
4. Not at all Useful	39.0%	33.37
5. Don't Know	9.1%	18.86
6. Refused	9.1%	34.14

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 4-4(e)  
 Dallas/Fort Worth, Texas  
 Responses to Question 11--Usefulness of Receiving  
 Verification of Message Reception  
 (Target Market)

MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]		
SCALE	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LOCATION
1. Very Useful	22.1%	20.71
2. Somewhat Useful	24.7%	59.44
3. Not too Useful	24.7%	8.42
4. Not at all Useful	10.4%	4.50
5. Don't Know	9.1%	17.71
6. Refused	9.1%	34.14

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).

Table 4-4(f)  
 Dallas/Fort Worth, Texas  
 Responses to Question 12--Usefulness of Sending Page  
 or Display Messages From a Computer  
 (Target Market)

	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]	
SCALE	PERCENT LOCA- TIONS	AVG. # FULL TIME PEOPLE PER LOCATION
1. Very Useful	7.8%	16.17
2. Somewhat Useful	15.6%	30.42
3. Not too Useful	44.2%	9.09
4. Not at all Useful	7.8%	137.17
5. Don't Know	13.0%	14.78
6. Refused	11.7%	28.22

Note: Data derived from respondents who state they have staff that work outside business location or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).



Table 4-5  
Dallas/Fort Worth, Texas  
Response to Question 13--Interest in New Service at Stated Price  
(Target Market)

	MEDICAL AND EMERGENCY SERVICES AND SUPPLIES [# RESPONSES]
1. PERCENT LOCATIONS INTERESTED (YES TO Q13)	7.8%
2. AVERAGE NUMBER FULL TIME PEOPLE PER INTERESTED LOCATION	6.17
3. AVERAGE NUMBER OF INDIVIDUALS PER INTERESTED LOCATION THAT WOULD USE SERVICE (Q13A)	2.67
4. AVERAGE NUMBER OF MONTHLY MESSAGES PER USER (Q13B)	70.00
5. PERCENT LOCATIONS INTERESTED IN NEW SERVICE AND NOW USE OR PLAN TO USE MOBILE SERVICES (YES TO Q13, YES TO Q4 AND/OR Q5)	1.3%
6. PERCENT LOCATIONS INTERESTED IN NEW SERVICE AND DO NOT NOW USE OR PLAN TO USE MOBILE SERVICES (YES TO Q13, NO TO BOTH Q4 & Q5)	0.0%
EXTRAPOLATION TO UNIVERSE:	
7. TOTAL NUMBER OF LOCATION INTERESTED IN THE SERVICE	438
8. TOTAL NUMBER OF INDIVIDUALS THAT WOULD USE SERVICE	1,170
9. TOTAL NUMBER OF MONTHLY MESSAGES (WTD. AVG.)	30,700

Notes: Data derived from respondents who state they have staff that work outside business locations or away from telephone operator/dispatcher but still must remain accessible (i.e., responded positively to Q3).